These include liberalizing the Marketing Development Assistance Scheme for tour operators promoting India, organizing Road Shows in important tourist generating markets overseas, arranging familiarisation tours to India for international travel trade and media representatives to keep them updated on safety / security conditions in the country, media campaigns in the print and electronic media and a "Visit India 2009" scheme, in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to India during the period April to December 2009.

The expenditure involved is incurred by the Ministry from funds allocated for Overseas Promotion and Publicity, amounting to Rs. 220 crore, during the current financial year.

Development of Tourism Industry

831. DR. JANARDHAN WAGHMARE: Will the Minister of TOURISM be pleased to state:

(a) whether Government is seriously thinking to develop tourism as a throbbing industry; and

(b) if so, what are the plans or programmes undertaken to attract tourists from all over the world?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. Development and promotion of tourism is primarily undertaken by the State Governments/Union Territory Administrations. However, the Ministry of Tourism provides financial assistance to States/Union Territories on the basis of project proposals received from them subject to availability of funds and *inter-se priority* under the following schemes:

1. Product/Infrastructure Development for Destinations and Circuits.
2. Assistance for Large Revenue Generating Projects.
3. Computerisation and Information Technology
4. Fairs, Festivals and Events.
5. Rural Tourism-Infrastructure and Capacity Building for Service Providers.

The Ministry of Tourism is also implementing the schemes of human resource development, market research, domestic and overseas promotion and publicity for this purpose. India Tourism Offices abroad also undertake promotional activities in important overseas markets for promoting India as an attractive destination. Assistance is also provided to tour operators / travel agents for sales-cum-study tours, participation in fairs and festivals in overseas markets and for production of publicity materials.

Shortage of hotel rooms for Commonwealth Games

832. SHRI N.K. SINGH: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the shortage of hotel rooms is a major deterrent in promoting tourism;

(b) whether it is also a fact that the shortage of hotel accommodation will also come in the way of accommodating visitors on the occasion of Commonwealth Games in 2010; and

(c) if so, the steps taken to address the problem?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) Yes, Sir. Ministry of Tourism (MOT) is in constant touch with land owning agencies like the Ministries of Railways, Civil Aviation, Urban Development, . Delhi Development Authority (DDA), etc. to identify additional hotel sites. These agencies and the State Governments have also been advised to follow investor friendly land policies, single window clearance, granting extra FSI /FAR for hotels etc. In order to generate additional accommodation for the Commonwealth Games 2010, Ministry of Urban Development has recently announced the increase in FAR from 150 to 225 for hotels in most parts of Delhi. MOT has also requested DDA for the utilization of housing flats located at Jasola and Vasant Kunj and MOT alongwith Municipal Corporation of Delhi and Delhi Police is considering the use of the licensed Guest Houses in Delhi for budget tourists. In order to facilitate the augmentation of accommodation, MOT has formulated the guidelines for setting up of Camp Sites and tented accommodation. MOT has also introduced the scheme for approval of incredible India Bed & Breakfast/ Homestay establishments.

Financial assistance for water sports on beaches

833. SHRI SHANTARAM LAXMAN NAIK: Will the Minister of TOURISM be pleased to state:

(a) whether Government has any scheme to help to State Governments to undertake water sports on beaches;

(b) if so, the details of the scheme;

(c) whether any financial assistance has been given to the State Government of Goa in this regard; and

(d) if so, the details of financial assistance given so far?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) Ministry of Tourism extends Central Financial Assistance (CFA) to the State Governments/UT Administrations for development of tourism products including water sports on beaches under Product/Infrastructure Development for Destinations & Circuits Scheme of the Ministry, on the basis of proposals received from them, subject to availability of funds and *inter-se priority*.

No such project proposal for water sports on beaches has been submitted by Government of Goa during the current financial year. However an amount of Rs.4309.91 lakh has been sanctioned to the State Government of Goa by Ministry of Tourism for Integrated Development of Infrastructure for Heritage and Hinterland Tourism in Goa.

Tourism in Uttarakhand

†834.SHRI BHAGAT SINGH KOSHYARI: Will the Minister of TOURISM be pleased to state:

†Original notice of the question was received in Hindi.